

Date 19th August '22
Venue Management Center for Human Values – IIM Calcutta
Speaker Mohan Kancharla [PGP 23] – Management Consultant & Author

The talk will be delivered in three parts, starting with Context to introduce - Industry 5.0, Business, Organization, Marketing, Technology, Innovation and how design thinking can be enabler for each, leading to Concept to define Design Thinking and elaborate on Evolution, Frameworks & Application and closing with case studies of Design Thinking in Digital Transformation, Corporate Social Responsibility.

Design Thinking is gaining momentum across industries, primarily due to the emphasis it places on human-centred approach to problem solving and therefore the relevance to this Centre for Human Values. The objective of this talk is to create awareness and appreciation of this new way of thinking, to reflect on our current way of thinking and to renew our will to unlearn first and then learn this new way of thinking.

Industry 5.0 is steering society towards human centricity, how business can be re-imagined, how to achieve organizational balance, how marketing can now focus on the human element, how technology can be harnessed and how design thinking can foster an innovation mindset.

Ecosystems - Interconnected set of services through which users can fulfill a variety of cross-sectoral needs in one integrated experience. Consumers are embracing this shift, creating interconnected services that fulfill user needs across a variety of sectors. Organizations that used design as a strategic tool to develop intuitive products and experiences have leap-frogged their peers. With design embedded into their culture, they can continually innovate at scale.

Human values of trust and service to others are the foundations of human economic activity rather than sale of commodities and luxuries. Reframing marketing as a way to solving critical human problems

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